GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:4654
ANSWERED ON:22.05.2006
SALE OF SALT
Audikesavulu Shri D.K.

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether different kinds of salt are being advertised and declared on television as the best salt available;

(b) if so, whether all the salts being so advertised are approved by the Government;

(c) if not, the reasons for allowing such misleading advertisements; and

(d) the steps taken by the Government to ensure supply of only approved quality salt to the public?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI TASLIMUDDIN)

(a) : Under the National Iodine Deficiency Disorders Control Programme the Government has been advertising the use of only iodated salt for direct human consumption to overcome the problem of Iodine Deficiency Disorders in the country and not any particular brand of iodated salt.

(b) : The Union Government have laid down standards of Iodated salt under the Prevention of Food Adulteration Act 1954 and rules 1955.

(c) : The manufacture of iodated salt is liberalized to the Private Sector also, therefore some of companies may sometimes overemphasize the quality of their product through TV advertisements.

(d) : In order to ensure consumption of approved quality of Iodated salt by the public, the same is being monitored by Salt Commissioner at manufacturing level and States/ UTs health Directorate at consumption level both under IDD monitoring laboratory and Public Health Laboratory under the Prevention of Food adulteration Act, 1954.